



TOWN OF GARNER

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Town Wins Three Statewide Communications Awards

The Town of Garner has won three Excellence in Communications Awards from North Carolina City & County Communicators, matching the total it won in the organization's awards competition last year.

The Town won first-place honors in the category of marketing tools-best use of promotional item for its All-America City video featuring Scotty McCreery, and in the category of communication technology-electronic external newsletter for the Garner Update e-newsletter, which is emailed to citizens monthly free of charge.

The Town also won second-place honors in the category of printed publications-brochure for its 2013 bond program informational brochure.

"These awards, in addition to the others we have won in recent years, underscore the quality of work our team does in the area of communications," Town Manager Hardin Watkins said. "The awards also indicate how much importance we place on communicating clearly and effectively with our citizens on matters that affect them."

The Town's public information officer, Rick Mercier, and PEG Media Partners were responsible for the All-America City video. Mercier ran the social media campaign around the video.

Mercier also writes, edits and designs the e-newsletter. Former Town management analyst/internal auditor Kady Doelling was the primary writer of the bonds brochure. Mercier edited and designed it.

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The All-America City video and social media campaign also won an Excellence in Communications Award from the North Carolina Association of Government Information Officers (NCAGIO) in November. In addition, the video won the most-views award from the National Civic League in its All-America City video contest held last June. The video can be viewed at www.youtube.com/townofgarner.

The newsletter has also received previous accolades, taking second-place honors last year in the NC3C awards competition. Citizens can sign up to receive the free newsletter, as well as occasional news alerts, at www.garnernc.gov/publications/newsletters.aspx.

The winning brochure was distributed in the runup to the March 2013 special election for the Town's bond program. Garner voters overwhelmingly supported the four bond questions on the ballot by at least a 2-to-1 margin. The brochure, as well as other information about the bond program including project updates, can be found at www.garnerbonds.com.

Mercier is the Town's first full-time public information officer. Since his appointment to the position in October 2010, the Town has won seven NC3C and three NCAGIO Excellence in Communications Awards for a range of print, electronic and broadcast information products.

The purpose of NC3C is to encourage professional development and networking among communications professionals employed by municipal and county governments across the state. For more information about NC3C, visit www.nc3c.com.

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